



## Agenda Report

Arts Commission

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Item #: 24-082

Meeting Date: 3/07/2024

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**TITLE:** ARTVENTURE GUIDELINES  
**DEPARTMENT:** PARKS AND COMMUNITY SERVICES  
**PRESENTED BY:** LAURETTE GARNER, ARTS SPECIALIST  
**CONTACT INFORMATION:** LAURETTE GARNER, ARTS SPECIALIST, (714) 754-5322

### **RECOMMENDATION:**

It is staff recommendation that the Arts Commission review the ARTventure Submission Guidelines (Attachment 1).

### **BACKGROUND:**

ARTventure began in 2015 and was conceptualized by the Cultural Arts Committee, a passionate volunteer group, now reconfigured as the Costa Mesa Arts Commission. ARTventure was originally a three-day art event created to highlight the Costa Mesa's "City of the Arts" motto, designated by the City Council in 1984. The inaugural event showcased a Juried Art Show of local artists and featured performances, demonstrations, and interactive activities from all art disciplines.

Over the past nine (9) years, the event has changed locations and been hosted at various venues including; Cisco Home and Design Within Reach Showrooms located within the South Coast Collection (SOCO), the lobby of the Renée and Henry Segerstrom Concert Hall, and the Samueli Theater. For the year 2023, the event was hosted at two (2) locations: Norma Hertzog Community Center for the Juried Art Exhibition and the Orange County Museum of Art for the Awards Ceremony. The Community Arts Day on the Lions Park Event Lawn showcased live performances and hosted interactive art activities for the whole family, and the Juried Art Exhibition was on display for over a week. All events were free and open to the public.

The 2023 ARTventure Juried Art Exhibition featured over 200 artworks from 136 artists in Southern California and awarded eight (8) cash awards in the following categories: Abstract Art, Fiber Art, Mixed Media, Photography, Representational Art, Three-Dimensional Art, Youth Art and a People's Choice Award, chosen by the community.

**ANALYSIS:**

ARTventure 2022 and 2023 hosted a community based juried art exhibition designed to showcase local artists of all skill levels, from Southern California. Surveys were sent out after each year to artists and participants to assess the event and make adjustments, as needed, for the next year's event. Most feedback centered around the categories chosen for the cash prizes, and the submission guidelines regarding the region of California that applying artists reside in.

To address feedback from the local community regarding this City-run event, and to strive for annual improvements, the goal is to bring forward the ARTventure Submission Guidelines to review and discuss for the upcoming 2024 Juried Art Exhibition, Community Arts Day and Awards Ceremony.

The ARTventure Submission Guidelines will be part of a larger ARTventure Juried Art Exhibition Guide, once they have been reviewed.

**FISCAL REVIEW:**

There are currently no costs associated with this process.

**LEGAL REVIEW:**

There is no legal review required for this report.

**CONCLUSION:**

It is staff recommendation that the Arts Commission review the ARTventure Submission Guidelines.